



IGNITING CLEVELAND'S CORE,
BLOCK BY BLOCK

CITYBLOCK

2019

CITYBLOCK PRINCIPLES

AT A GLANCE



Igniting Cleveland's innovation community to create one of the largest centers for entrepreneurship in the country

Consolidating entrepreneurs, funders, start-ups, incubators, accelerators and other aligned organizations

Forming a like-minded hub of shared spaces, downtown living, and programs and events that fuel the innovation ecosystem



Augmenting a culture of innovation to drive job growth, build communities, attract talent and improve Cleveland's economy



Realizing a unique investment opportunity that benefits investors and start-ups alike

WHY CLEVELAND?

CLEVELAND IS BUSINESS READY



There is a premier opportunity here for the innovation economy with the city's designation as a technology industry leader.

This is a community with a mission, primed for opportunity with a vibrant urban core that is on the rise.

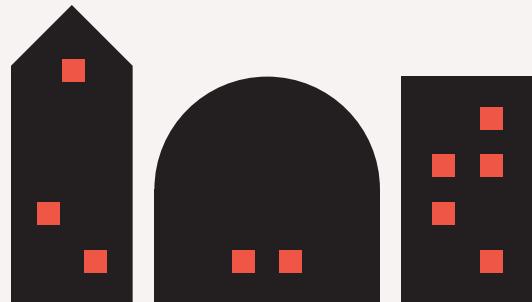
The city is rich with over 29 public parks and plazas and slated for further enrichment with redevelopment of the Cuyahoga Riverfront and the lakefront.

Dynamic and diverse, Cleveland is the perfect place to invest, start, and grow a business.



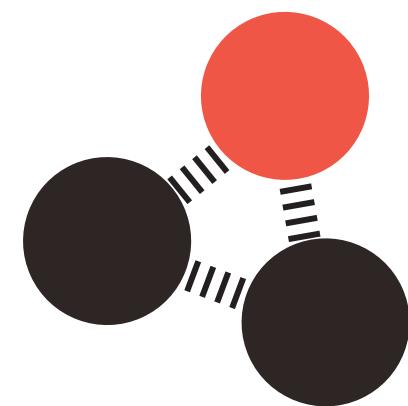
CITYBLOCK PRINCIPLES

A SHARED VISION



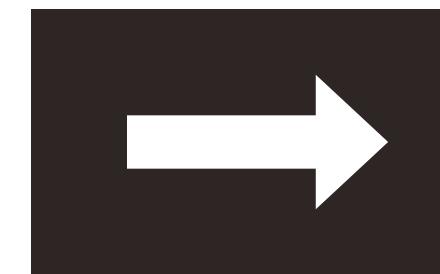
URBAN DESTINATIONS

Create unique experiences from available and underutilized spaces.



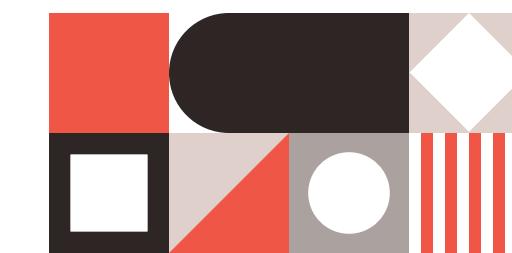
INTERCONNECTED EXPERIENCES

Improved connections between developments, public spaces, and the riverfront.



MOBILITY PRIORITIZATION

Diversify mobility to alleviate traffic and create accessibility and opportunity.



MIXED-USE PROGRAMMING

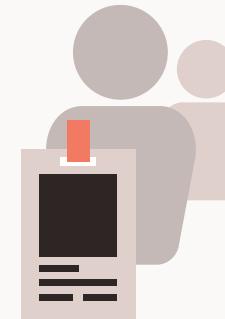
Support existing enterprise while creating a new range of engagements.

CITYBLOCK PRINCIPLES

TARGET PERSONAS

This dynamic district will enhance Cleveland's diverse talent, igniting a destination for work living.

CITYBLOCK



CITYBLOCK
MEMBERSHIP
USERS



EVENT ATTENDEES,
PATRONS AND
VENDORS, ETC.



BUSINESS
VISITORS
Vendors, associates
and clients



PUBLIC
TRANSIT
USERS



PUBLIC AND
COMMUNITY
ENGAGEMENT:
Food hall + more



RESTAURANT
PATRONS AND
SHOPPERS

CITYBLOCK PRINCIPLES

18-HOUR CITY

CityBlock will expand the current density of people invigorating Cleveland, igniting an 18-hour downtown. This destination district will attract talent for work and play.



CITYBLOCK PRINCIPLES

18-HOUR CITY



Daytime Diversions
CityBlock's public parks and cultural programming create a destination for workday crowds and weekend visitors alike.

VIEW WEST INTO PROSPECT PARK

CITYBLOCK PRINCIPLES 18-HOUR CITY



Evening Activation
CityBlock will amplify the retail and restaurant scene in downtown Cleveland, while adding energized public spaces.

CITYBLOCK MAIN ENTRANCE AT DUSK

CITYBLOCK ECOSYSTEM



CITYBLOCK

PROGRAM AREAS



PUBLIC SQUARE

Improve the urban experience through enhanced activation, connectivity, and programming



CITYBLOCK STRUCTURE

Redesign and repurpose for the next generation workforce, Cleveland community, and city visitors



PROSPECT PARK

Reimagined as a pedestrian plaza with improved connectivity and retail activation



HURON ROAD

Continuing the unique and transformative connectivity from Public Square to the new Riverfront activations

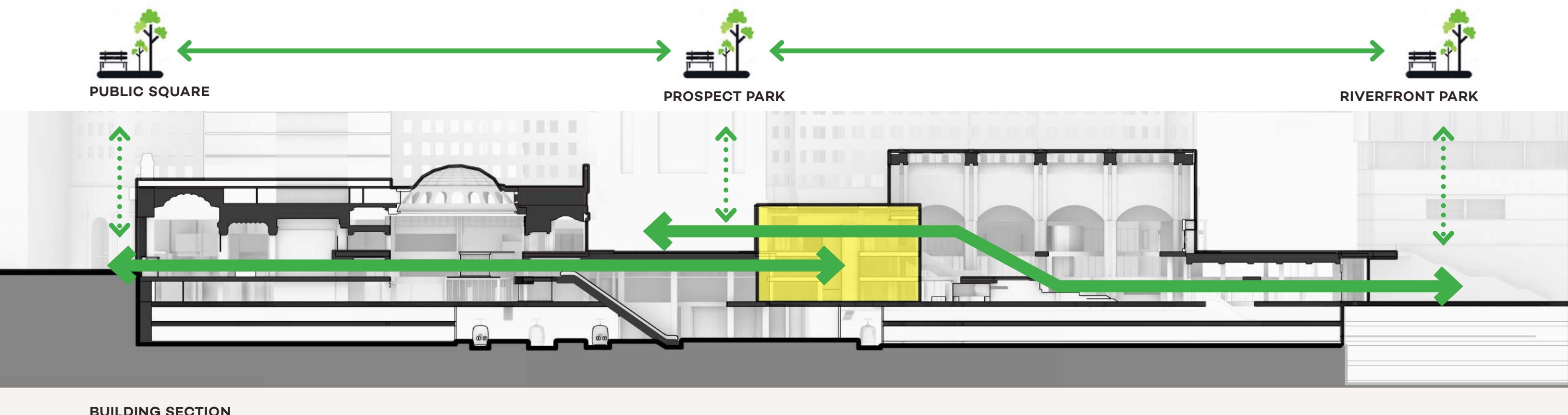


THE RIVERFRONT

A new vision for the Cuyahoga Riverfront including people-focused activations, repurposing of spaces, and more

CITYBLOCK ECOSYSTEM INTERSECTIONALITY

Core To Shore
Transitioning between
public spaces and a new hub
for entrepreneurship and
innovation



CITYBLOCK ECOSYSTEM PUBLIC ACTIVATION



CityBlock reinvents Prospect Avenue as a distinctive park and gathering place, breathing new life into an underutilized urban space.



PROSPECT PARK SITE PLAN

CITYBLOCK ECOSYSTEM PUBLIC ACTIVATION



CityBlock's main entrance at Prospect Park redefines how people see, relate to, and experience the new facade.

CITYBLOCK MAIN ENTRANCE

CITYBLOCK: CAMPUS

2000+

STARTUP DESKS

16

INNOVATION BOXES

30

MEETING ROOMS

20+

AMENITIES

50+

RESIDENTIAL PODS

500+

EVENTS

300

SEAT AUDITORIUM

150+

PARKING SPACES

CITYBLOCK ECOSYSTEM AMENITIES



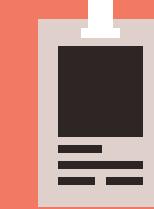
Public

- Prospect Park
- Riverfront Park
- Easy access RTA facility with connection to Prospect Park
- Upscale food hall with local vendors and boutique market spaces
- Lifestyle retail & amenities
- Activated atrium
- Public programming
- Amazon Hub Locker +
- Educational events



Semi Private

- Event spaces for 1,400 +/- people
- Rentable meeting spaces
- Work/innovation labs



Membership

- Member programming
- Health & wellness benefits
- Private café
- Social lounges
- Collaborative meeting spaces
- Secured zones



CITYBLOCK ECOSYSTEM ATRIUM ACTIVATION



Reimagining the historic atrium offers a myriad of opportunities for dynamic workstyle activations in CityBlock.

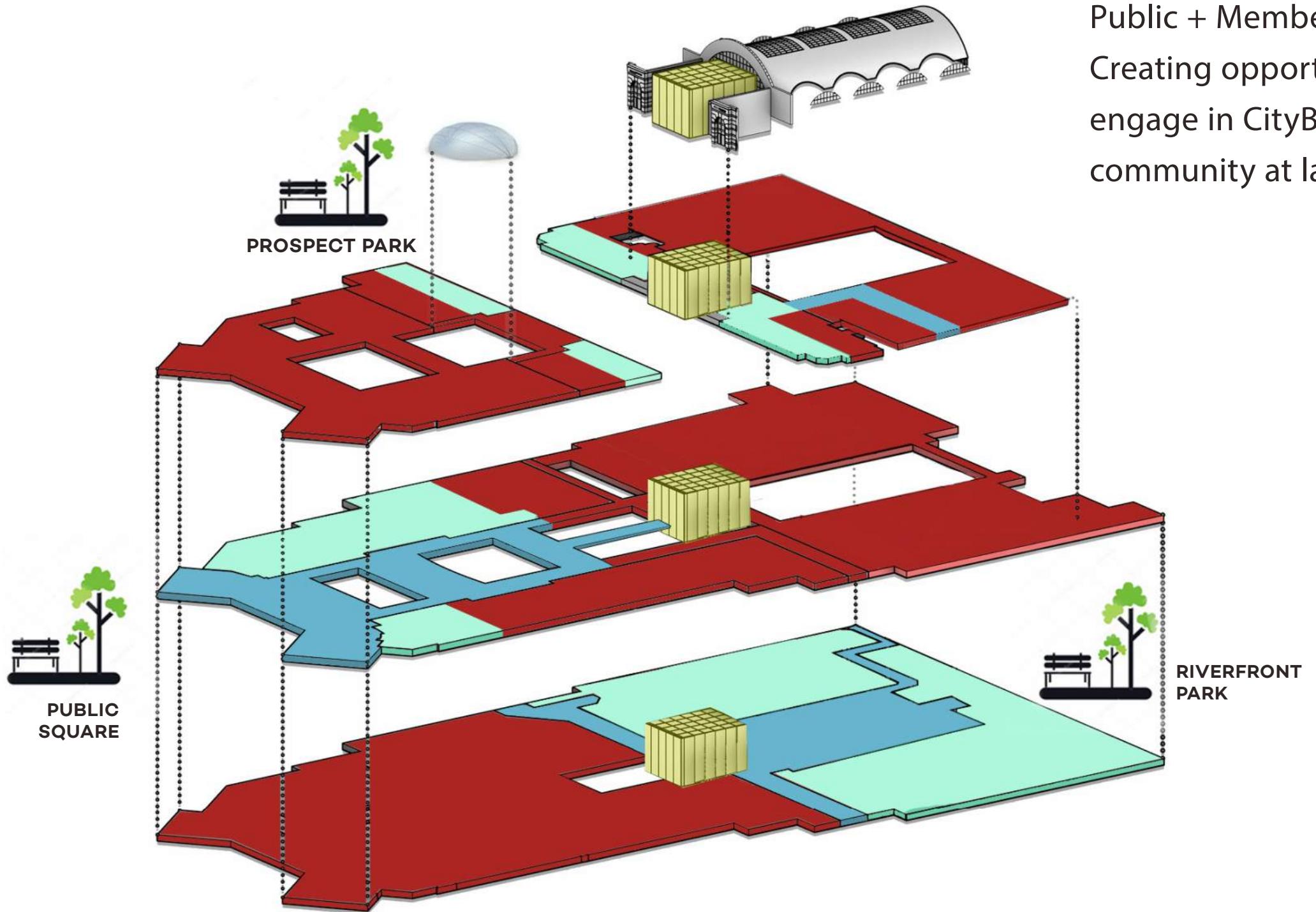
CITYBLOCK ECOSYSTEM CONNECTIVITY

Activated Atrium
CityBlock reorganizes the atrium to maintain and create new public spaces, while offering a range of private amenities and membership areas.



CITYBLOCK ECOSYSTEM CONNECTIVITY

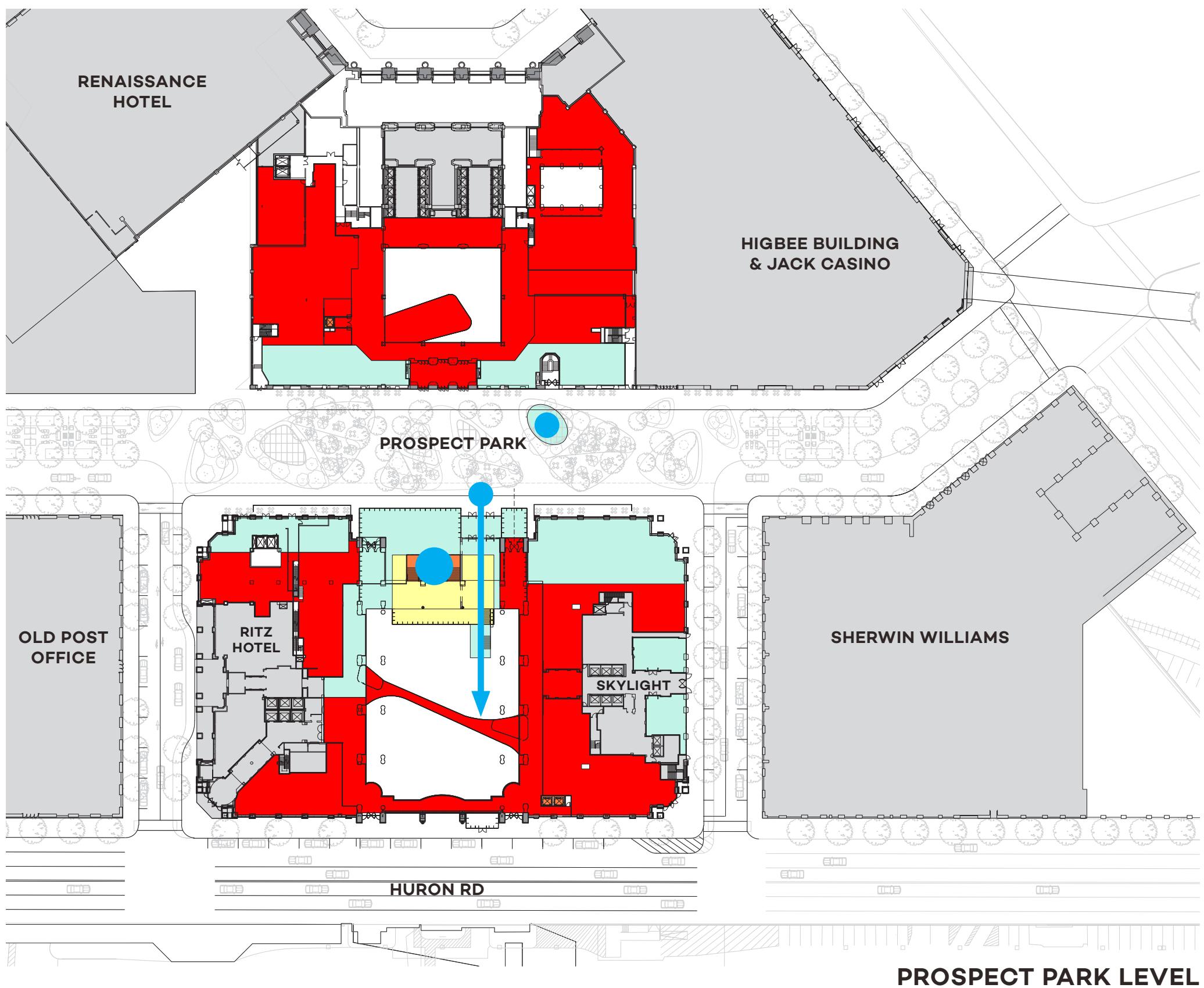
- PUBLIC ZONE
- MEMBERSHIP ZONE
- HUB
- PUBLIC CIRCULATION



Public + Membership
Creating opportunities to
engage in CityBlock and the
community at large.

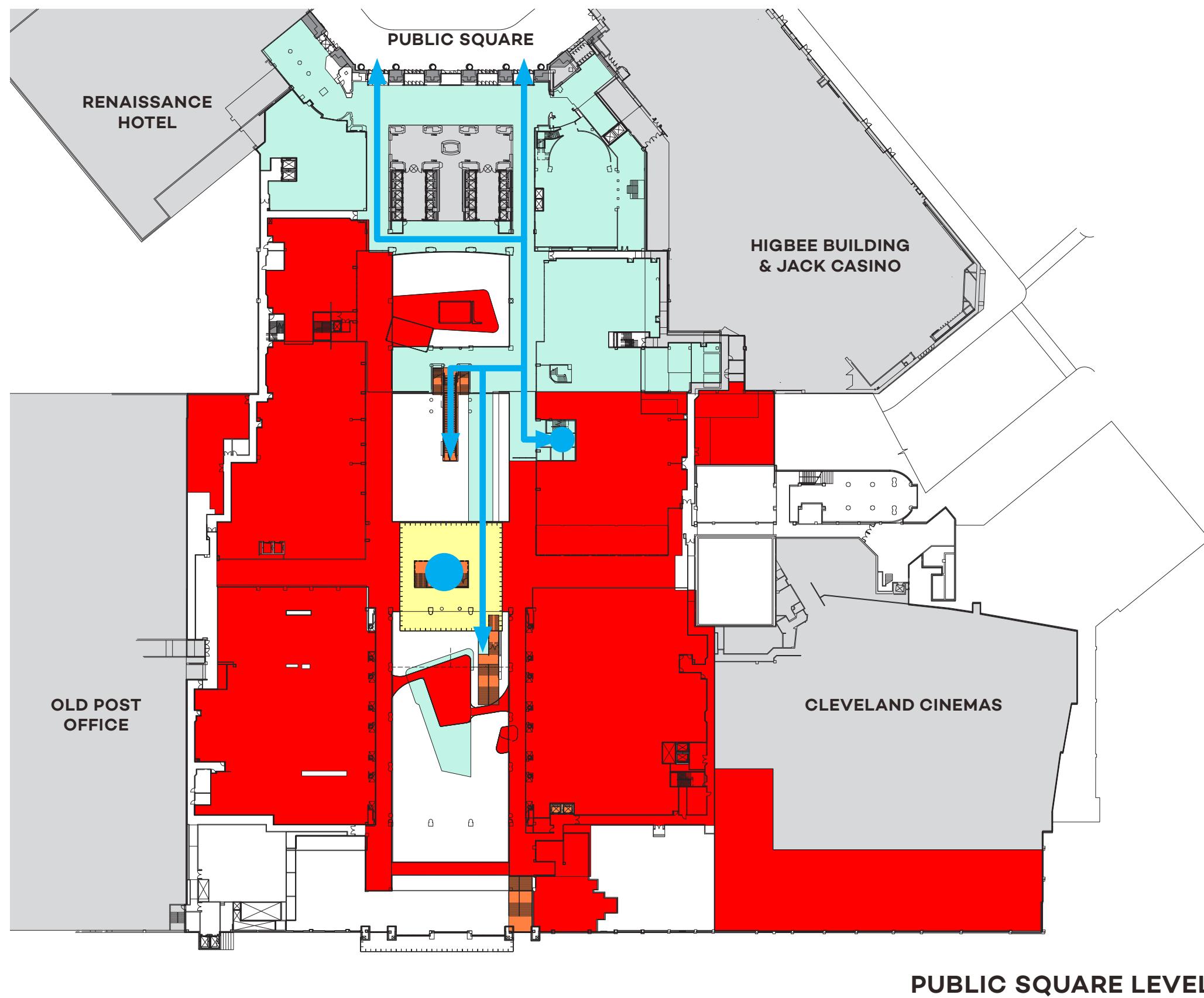
CITYBLOCK ECOSYSTEM CONNECTIVITY

- PUBLIC ZONE
- MEMBERSHIP ZONE
- HUB
- PUBLIC CIRCULATION



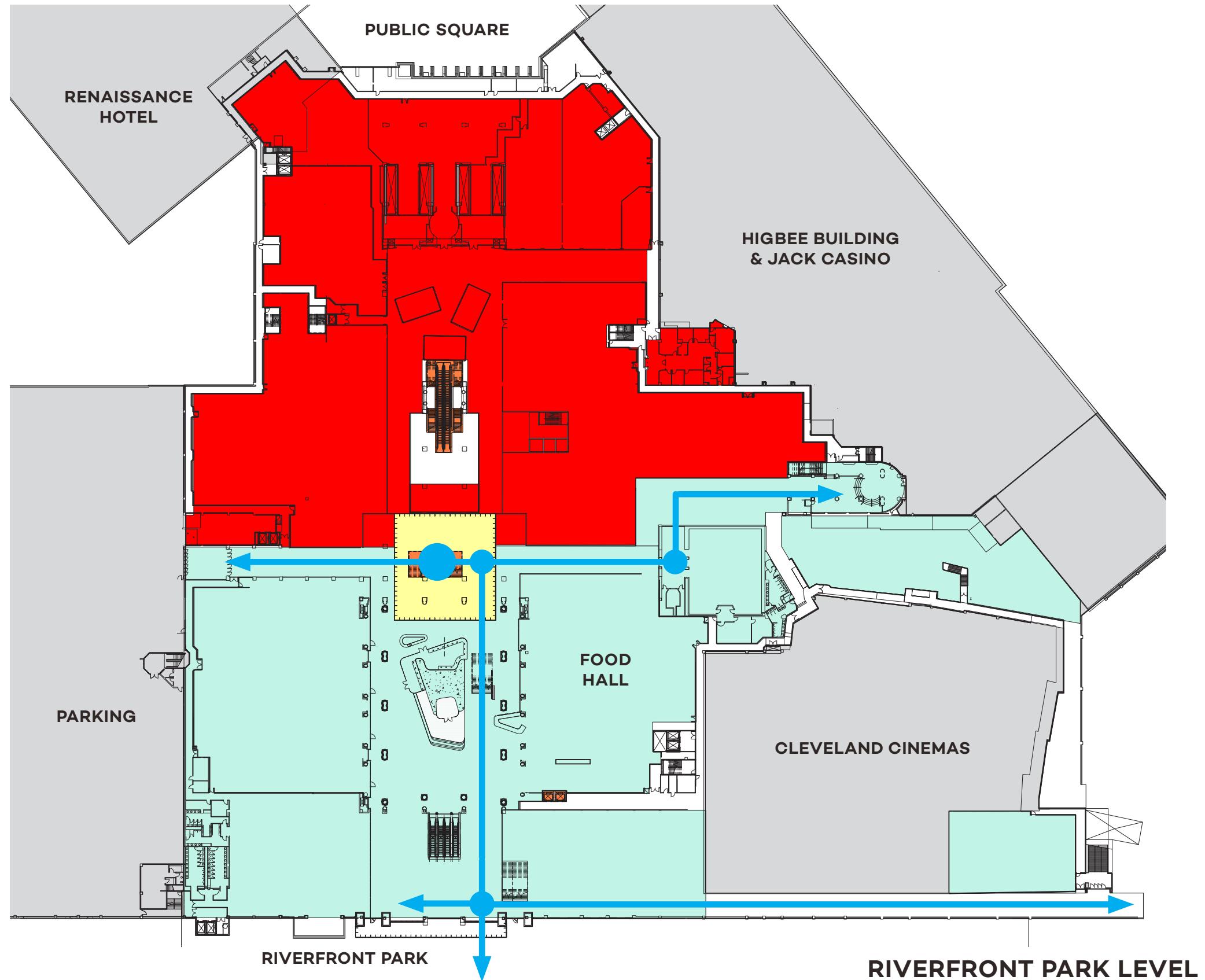
CITYBLOCK ECOSYSTEM CONNECTIVITY

- PUBLIC ZONE
- MEMBERSHIP ZONE
- HUB
- PUBLIC CIRCULATION



CITYBLOCK ECOSYSTEM CONNECTIVITY

- PUBLIC ZONE
- MEMBERSHIP ZONE
- HUB
- PUBLIC CIRCULATION



NORTH

CITYBLOCK ECOSYSTEM ARCHITECTURE + PLAN USE

Incubating Ideas
Member areas include
meeting rooms, cafés
and work lounges for
coworking, collaborating,
and creative collisions.

CITYBLOCK

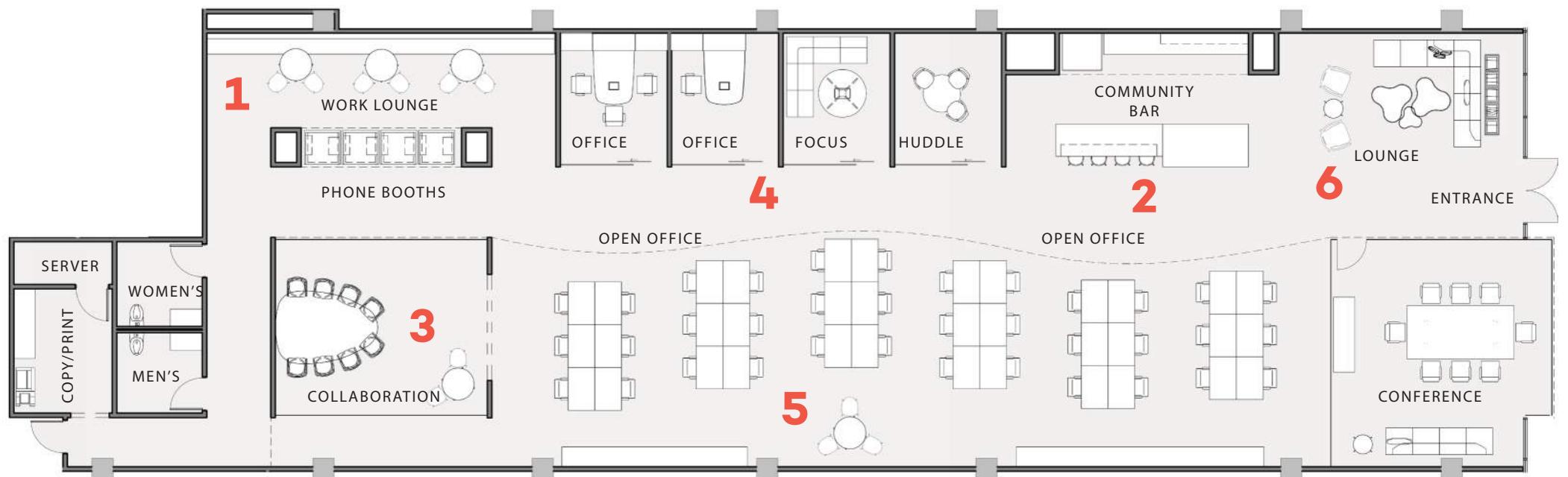
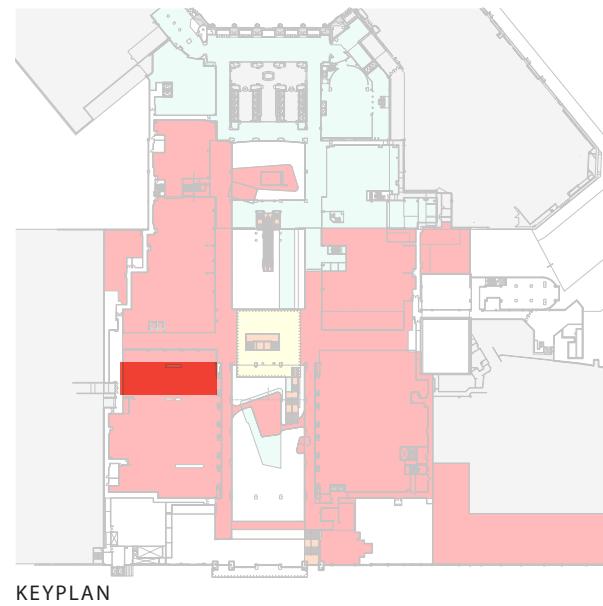


CITYBLOCK ECOSYSTEM ARCHITECTURE + PLAN USE

FUTURE TENANT MODULE

One Box (40ft x 100ft)

Capacity: 50 +/- Entrepreneurs



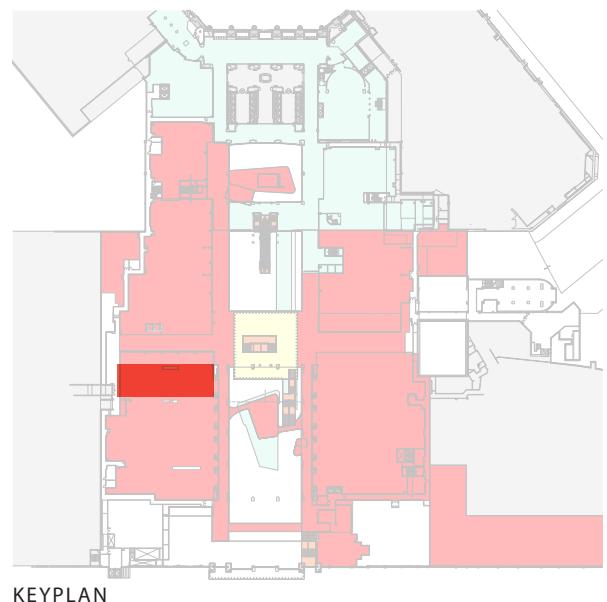
CITYBLOCK ECOSYSTEM

ARCHITECTURE + PLAN USE

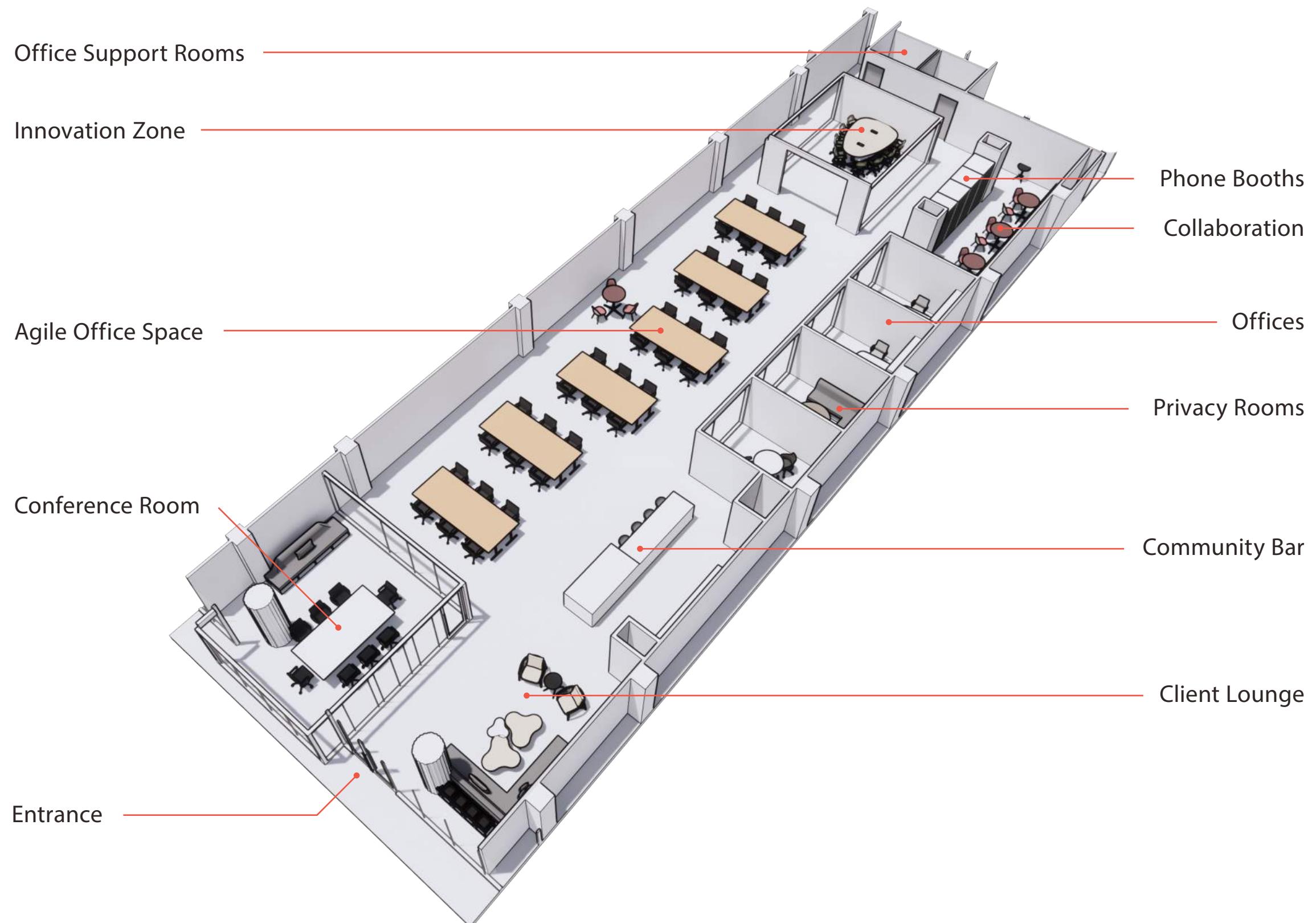
FUTURE TENANT AXON

One Box (40ft x 100ft)

Capacity: 50 +/- Entrepreneurs



KEYPLAN

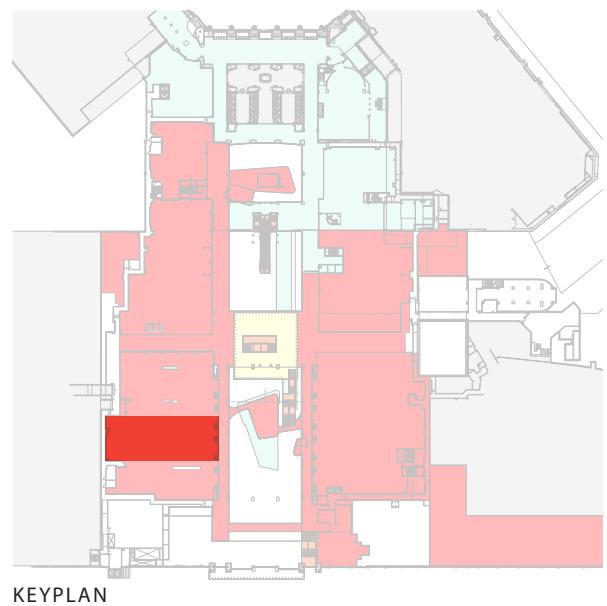


CITYBLOCK ECOSYSTEM ARCHITECTURE + PLAN USE

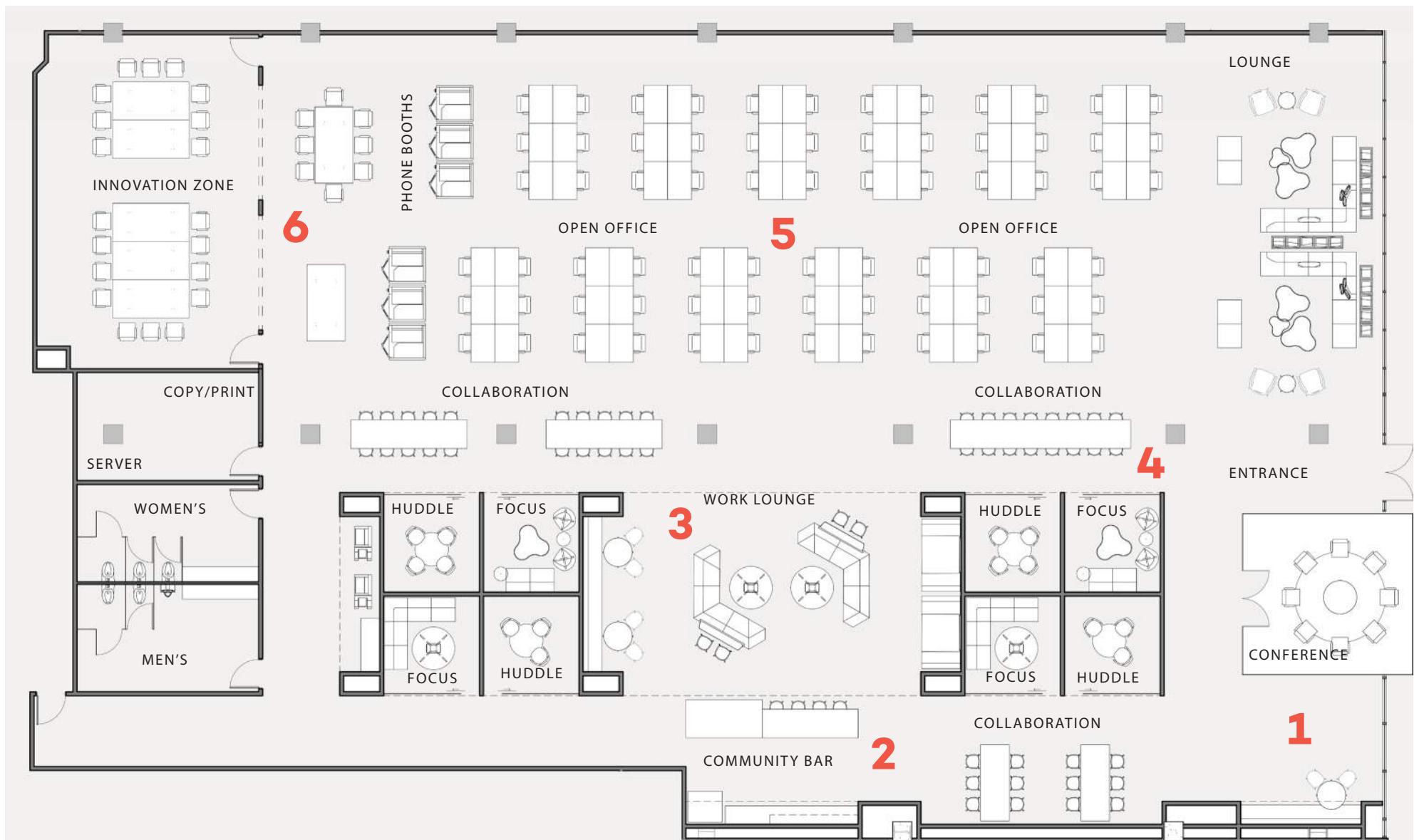
FUTURE TENANT MODULE

Two Box (80ft x 100ft)

Capacity: 100 +/- Entrepreneurs



KEYPLAN



1



2



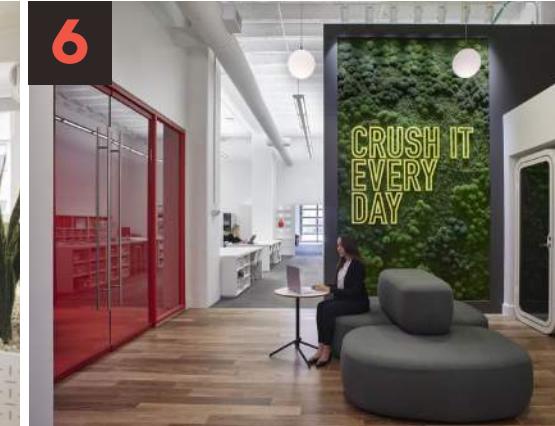
3



4



5



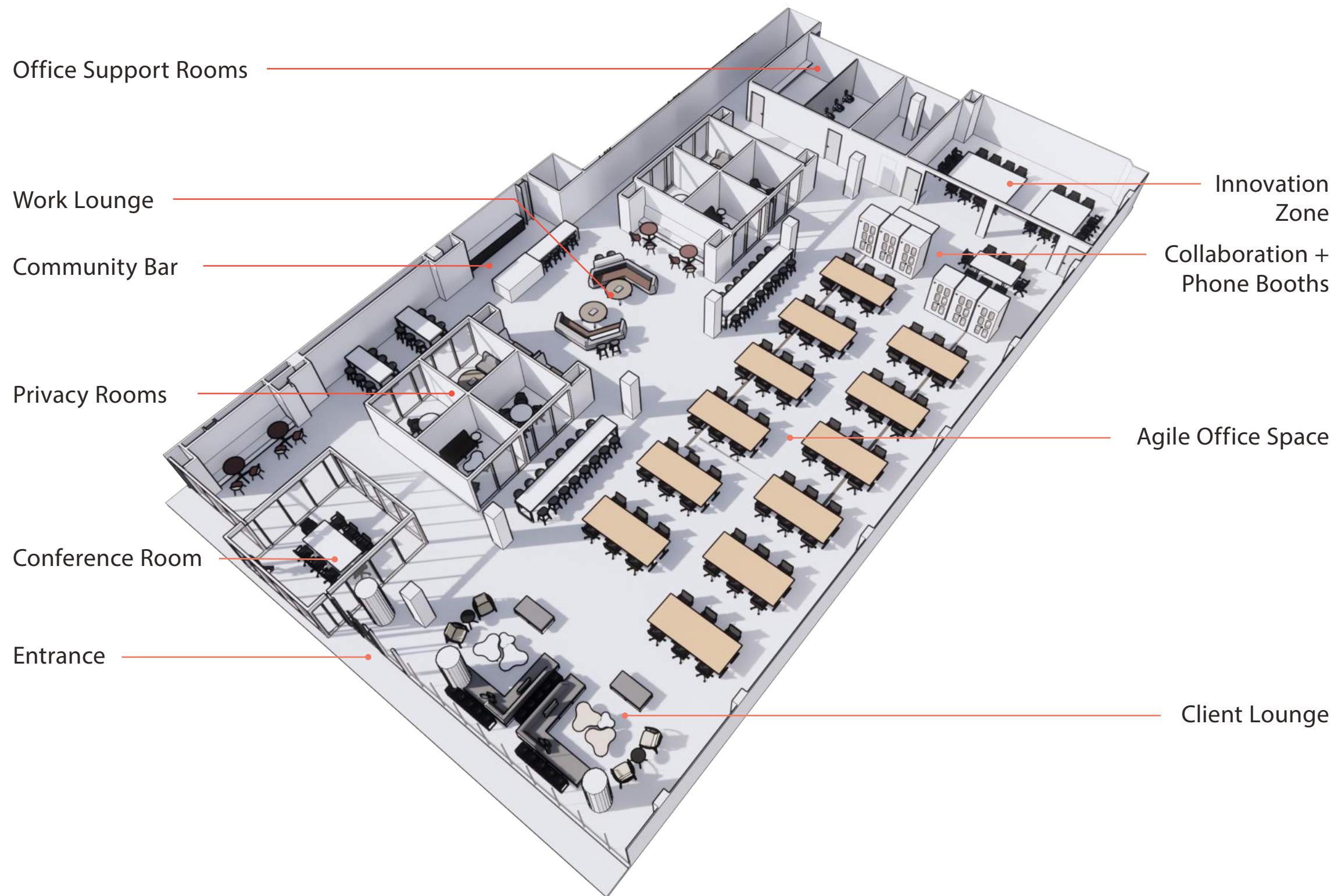
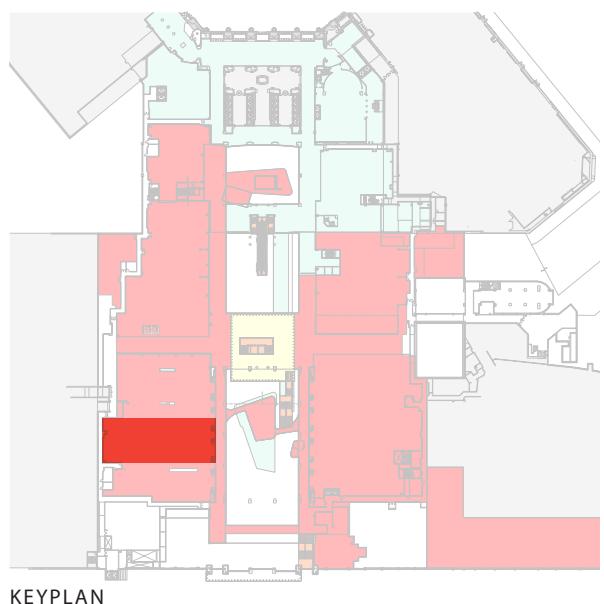
6

CITYBLOCK ECOSYSTEM ARCHITECTURE + PLAN USE

FUTURE TENANT AXON

Two Box (80ft x 100ft)

Capacity: 100 +/- Entrepreneurs

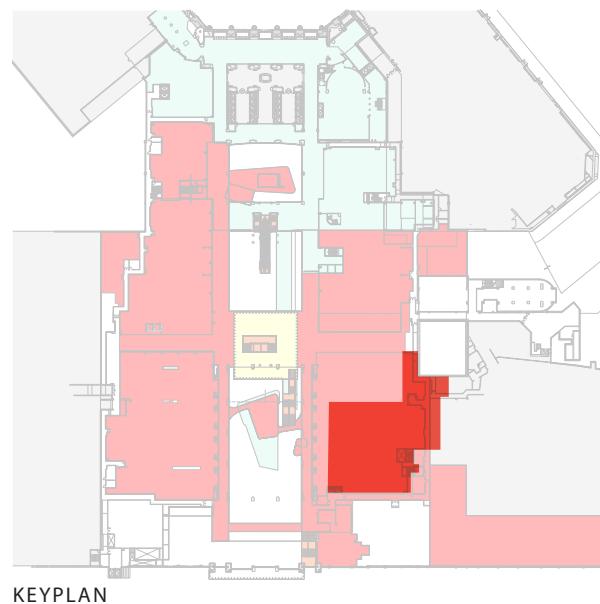


CITYBLOCK ECOSYSTEM ARCHITECTURE + PLAN USE

FUTURE TENANT MODULE

Suite (10,000 Sq Ft)

Capacity: 150 +/- Entrepreneurs

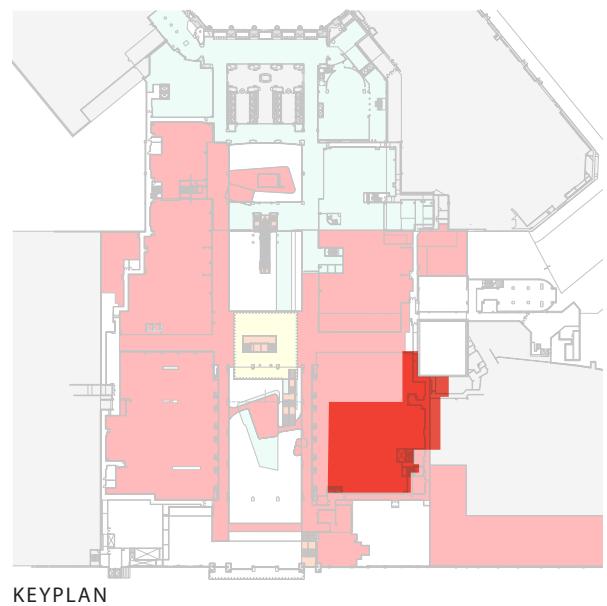


CITYBLOCK ECOSYSTEM ARCHITECTURE + PLAN USE

FUTURE TENANT AXON

Suite (10,000 Sq Ft)

Capacity: 150 +/- Entrepreneurs



THANK YOU.